

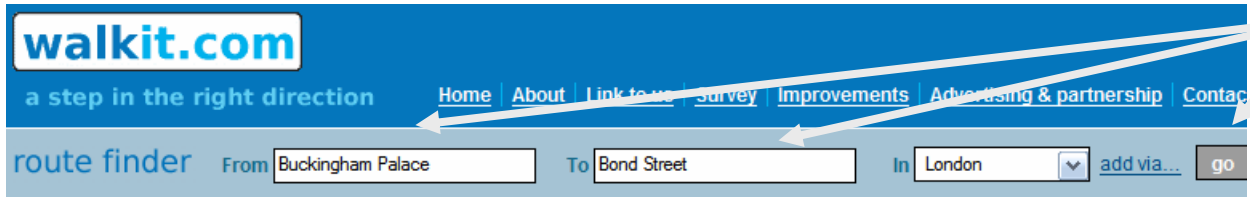
walkit.com

A step in the right direction



- The **only** dedicated walking route planner
- A **mission** to get people walking more in urban areas
- Launched/launching in
 - London – Oct 2006
 - Edinburgh – July 2007
 - Birmingham – Sept 2007
 - Newcastle – Dec 2007
 - Glasgow - Feb 2008
 - More on the way...

How does it work?

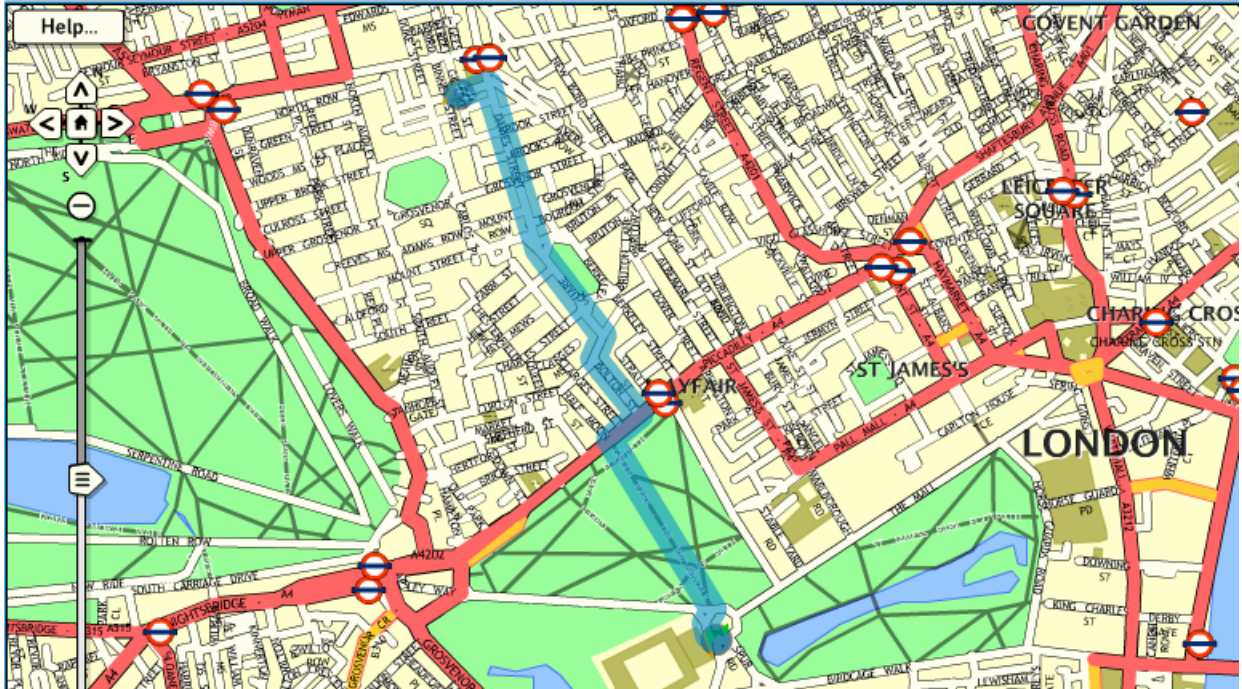


Enter your 2 points and press 'go'

Print map only	Print written directions only	View written directions	Email route to a friend
Distance: 1 miles 1.7 km	Walking time: 15 mins fast 21 mins medium 31 mins slow	Calorie burn: 90 fast 85 medium 79 slow	CO ₂ avoided: 0.36 kg car 0.52 kg taxi 0.1 kg bus

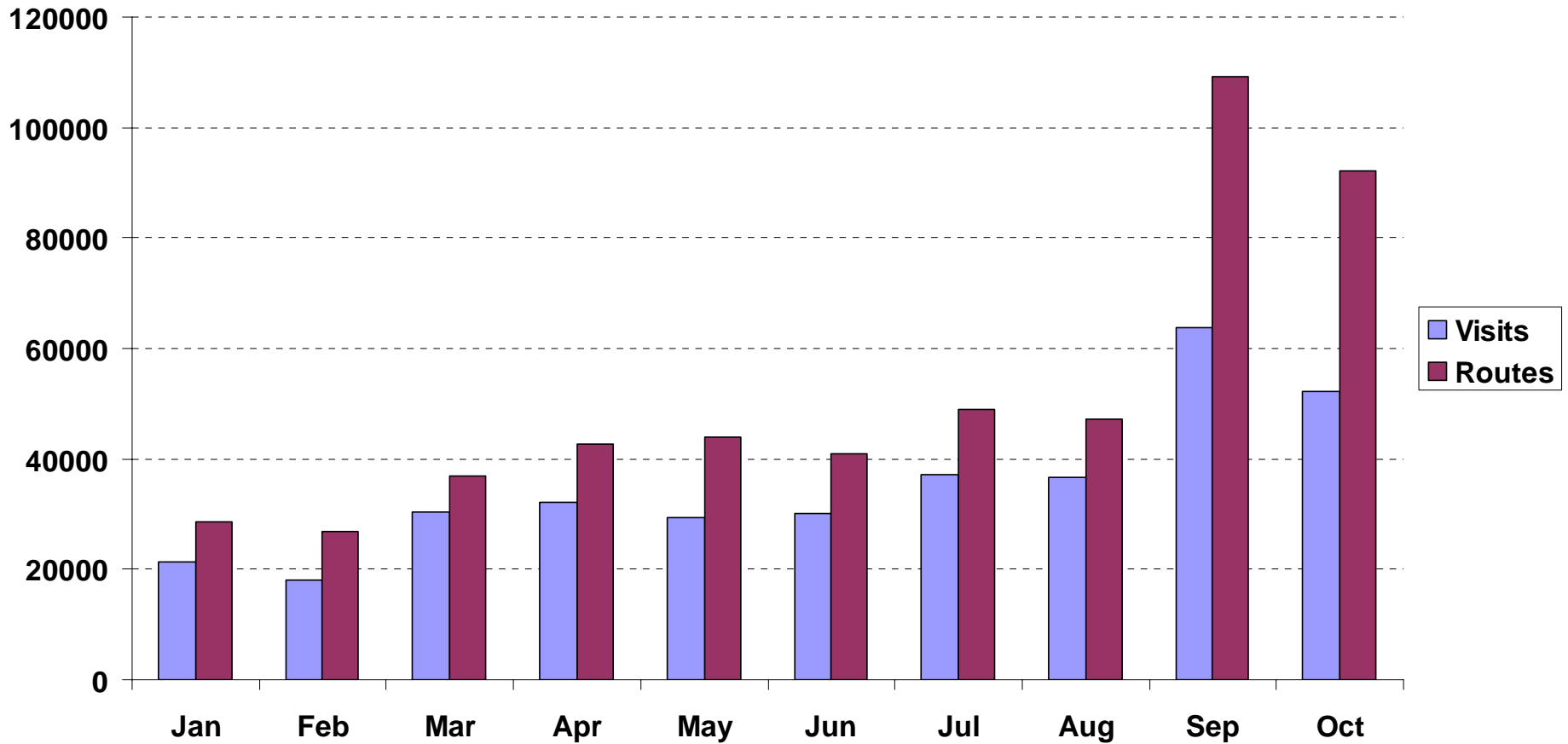
Get your journey:

- Distance
- Time
- Calorie burn
- Carbon saving



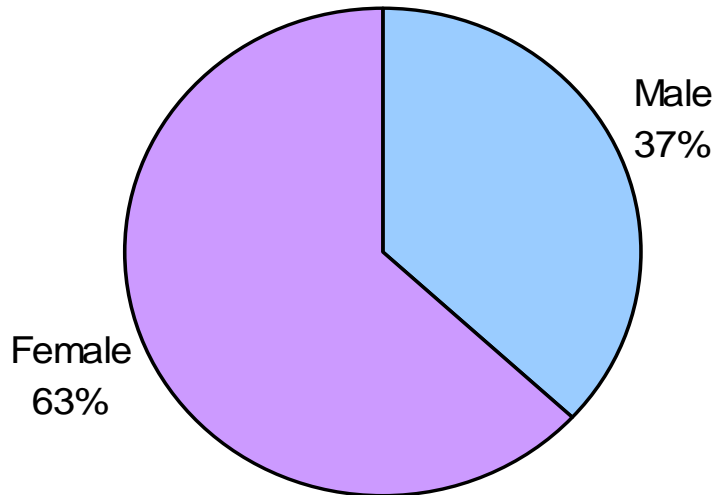
and your route map

Monthly stats 2007

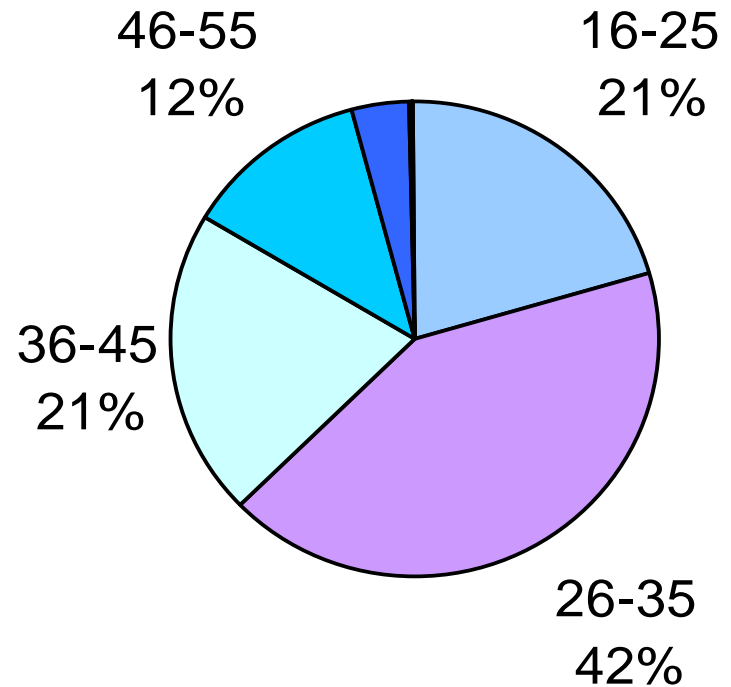


Who's using it?

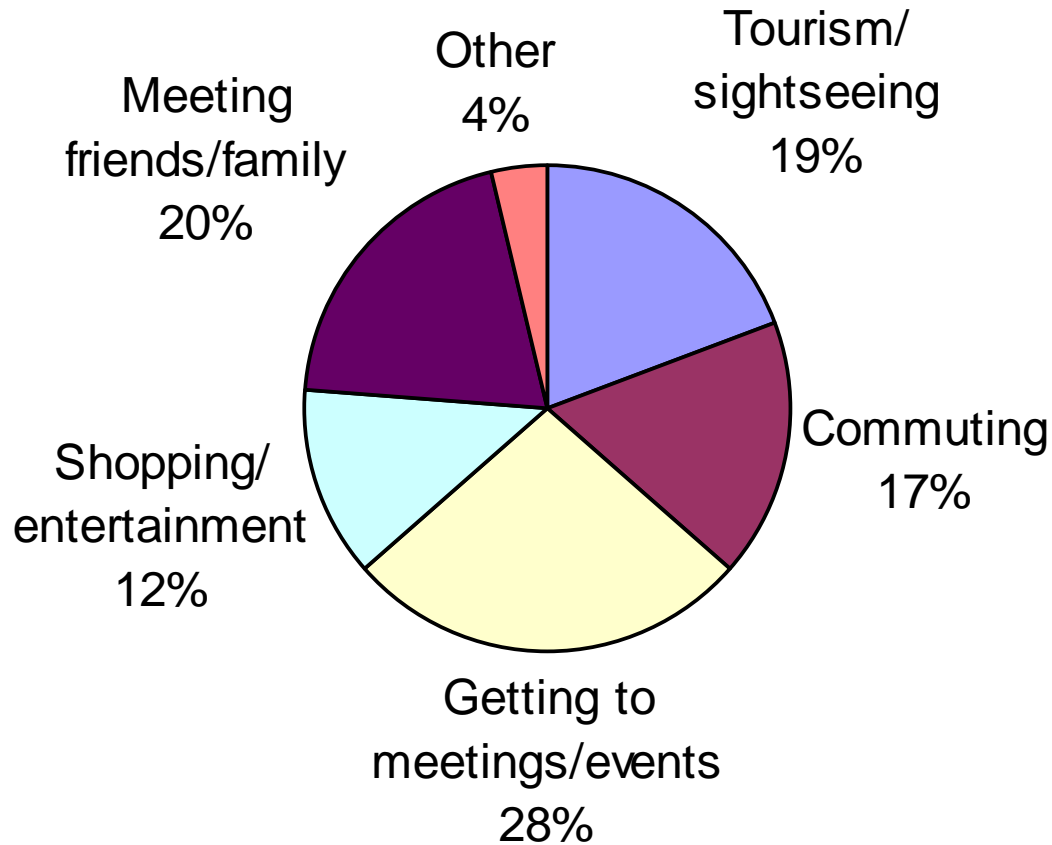
Gender



Age profile



...and why?



The reaction...

(from Oct 2007)

“A great service, made me
much more **confident**
about walking in London”

London, 30 October

“The written directions are really
good as I'm often not very good
with maps! I like the fact it tells
you how long your journey should
take too”

London, 29 October

“would be great if we
could have walkit for the
entire country!”

London, 23 October

“I work in one large govt. building and regularly walk to another. The fastest route is a matter of hotly contested debate so it's great to see walkit.com find the route that goes **through the park and up some steps.**”

London, 21 October

“This is excellent for a Londoner but even better for a visitor like myself. Sometimes it's **faster to walk** than to take the bus or tube.”

New York, 20 October

“I just wanted to say well done on your fantastic site! Including 3 walking speeds is a great idea to help me judge the distance better. I particularly **loved the calories info** - I feel much better at having to walk a bit to my new house now. “

London, 18 October

“I really hope you **inspire**
more people to walk more.

A great website!”

Glasgow, 17 October

“I think this is an excellent idea, I often would rather walk
for environmental, health, financial reasons, but have
been short of a resource like this.”

Nottingham, 17 October

“I used walkit when i was
down in London for a
meeting, and it was fantastic!”

Manchester, 18 October

Media coverage



Evening Standard

Nov 7

Guardian Unlimited

Nov 7

thelondonpaper

Oct 3



Sept 22



Sept 17

THE TIMES

Sept 12



Sept 7

Telegraph.co.uk

Sept 6

Building partnerships...

walkit.com

The screenshot shows the School TravelWise website interface. At the top, there is a header with the 'School TRAVELWISE' logo on the left and the school name 'St Catherine of Siena Catholic Primary School' in the center. Below the header is a navigation bar with links for 'Activities', 'News', 'Travel Info', and 'School'. The main content area is titled 'Unregistered School' and contains a message: 'This School has not yet signed-up to School TravelWise. If you want directions/travel information to this school, please enter your postcode and click go. This will then take you to the journey planner.' To the right of this message is a 'Get directions here' section with a text input field containing 'b9 4aa'. Below the input field are two buttons: 'Using Rail & Road Get >' and 'Walking and cycling Get >'. On the left side of the main content area, there is an information icon and a 'Website:' label. At the bottom of the main content area, there is a 'Contact Details' section.

Partnership with
'Travelwise' to help kids
get to school by the
most sustainable means
in Birmingham

Sponsorship from eaga plc for
our launch in Newcastle /
Gateshead – Dec 2007



Building partnerships...

Commissioned by the City of London to develop 'low pollution' routing – launch Jan 2008



Glasgow City Council and Strathclyde Partnership for Transport are sponsoring our launch in Glasgow – Feb 2008

Advanced discussions with Mayor's Office in Boston



Recent awards, rankings

walkit.com

(2007)



March 29



'101 Websites that will change your life'

July 12



'100 Social Entrepreneurs Changing the World'

July 18

BT Business Essence of the Entrepreneur 2007

'Most Original Business Concept'

July 30



'Winner – Innovation in the Community Awards' October 15



'National Energy Efficiency Awards'

October 4

Where we aim to be end 2008



- Coverage of at least 15 cities
- At least 20,000 unique users per day
- ‘Scenic’ route functionality
- walkit.com on your mobile device
- The richest online resource of urban ‘walking knowledge’
- Established partnerships with major partners/sponsors



Partner benefits

- ✓ Logo on walkit.com city Home page
- ✓ Co-branding with sponsor/partner in press releases
- ✓ Branding in our email Newsletter
- ✓ Opportunities for joint initiatives/campaigns
- ✓ PR hits
 - ✓ Launch publicity
 - ✓ Ongoing user surveys
- ✓ A city-specific CSR initiative
- ✓ Association with an award-winning website

- Cost - £25,000 for one year sponsorship

Phasing (weeks)

	1	2	3	4	5	6	7	8	9	10	11	12
Source imagery	■	■										
Source/capture data	■	■	■	■	■	■						
Integration		■	■	■	■	■	■					
Validation				■	■	■	■	■	■			
Customisation						■	■	■	■	■		
Beta test								■	■	■	■	■
Launch												■

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